

68-Year-Old Letter Reveals Kresge Heritage

In 1897, the original Sebastian Kresge wrote a letter to his son, Sebastian [founder of the S. S. Kresge Company and now chairman of the Board], two weeks after young Sebastian's marriage. The son was busy learning the five and ten cent business with J. G. McCrory in Memphis, Tenn.

This year, the 68-year-old letter was turned up by the elder Mr. Kresge's grandson, Stanley S. Kresge, now Board vice chairman of the company founded by his father. The letter revealed some of the atmosphere of quiet piety, hard work and thrift in which Founder Sebastian S. Kresge grew to manhood and which was later reflected in the founding and growth of the Kresge Company.

The letterhead read:

Sebastian Kresge
Dealer in Fertilizer
Farming Implements & Seeds
Gilberts, Monroe County
Pennsylvania

In the letter, dated December 30, 1897, the elder Mr. Kresge wrote: "Dear Son and Wife: We received your letter today with surprise and at the same time we were glad to read the news. It is the fulfillment of the Bible to be man and wife."

"Now about the box we sent you. I believe I directed it to S. S. Kresge, 273 Main Street, Memphis, Tenn., yet I am not positive, but I rather think I did. You better telephone to the different stations and ask for S. S. Kresge. I sent it on the D. L. & W. from Stroudsburg."

"We put some apples in with your clothes, a few cakes and a small pail of honey. The apples must be all rotten by this time. Mother and I would like you to send us a picture of your wife so we can see how all our children look. We may not be able to see each other face to face on this world, not likely we will [they did meet many times later and Mr. Kresge and his daughter-in-law became very fond of each other]."

"Ed and Mary [Mary was the young Mr. Kresge's sister and Ed, her husband] are going to move to Allentown the first of February if all goes right. The ground is covered with snow for a week or more, but not enough for sleighing."

"Old Joseph Kresge is dead, so his bees will be sold. He and his son Charles had a few over 100 skips [beehives]. I am wintering 50 skips this winter. I sowed 10 acres of Alsike clover last spring and it looks real good."

"I saw in the Bee Paper that buckwheat had but little honey the last few years and it is true the bees got more honey from the goldenrod this last fall than they did from buckwheat. [Young Mr. Kresge had led Monroe County in bee culture for five years, saving money earned from honey for his future five and ten cent business.]"

"Enclosed please find check of \$25 [this was a generous sum in those days] as it is so far to send you carpets and bed clothing. We are well, hope this will reach you and wife well and prospering."

Lamp Sales Hang from Ceiling

Sales are literally hanging from the ceiling, reported Buyer Denver W. Baynum, referring to his department's new line of swag chain lamps. The lamps, gracefully suspended from the ceiling by draped metal chains, are the newest sensation in the home lighting field.

Mr. Baynum said: "This new line has been excellent on the West Coast for several years. Now, major department stores and furniture stores across the country are show-

ing large assortments of these lamps."

"We pre-tested them in one K mart and one Kresge store in the Detroit area. Results were so good we have general ordered them to a specific group of K mart and Kresge units. They are listed for all Kresge and K mart stores."

He concluded: "Our prices are generally much lower than those of other retail firms. Displayed properly—literally hanging from the ceiling—these lamps should really bring in the sales."

Calling All Poets

Become a published poet! If you have ever had a secret wish to be a poet or if you have written a poem you'd like to share with others, now is the time to do something about it. The KRESGE NEWS is sponsoring a poetry contest open to all employees.

Five winning poems will be chosen and published in the October issue of the KRESGE NEWS. Prizes will be awarded and names of honorable mention winners will be published. A panel of qualified judges will select the winners.

What should you write about? Anything that inspires your poetic talents—your store or job, your family, nature, friendship, animals, etc. If you have already written a poem and if it has never been published, you may enter it in the contest.

Be sure to include your name and store number with your entry. Send your poem to: KRESGE NEWS Poetry Contest, Detroit Office. Your entry must be in the KRESGE NEWS office by August 1.

Buyer Predicts 1965 Bench Warmer Fad

Rows and rows of bench warmers are expected to line the nation's football stadiums next fall. Bench warmer jackets, that is.

Buyer Ernst F. Faigle predicted: "The bench warmer jacket promises to be outstanding across the country. It sold in spring and will hit its peak in September."

Several styles of the bench warmer jacket will be sold in company stores. In men's sizes there will be cross-country corduroy jackets with Orlon pile linings in deer skin and olive.

Wool bench warmers will be sold with zip-out linings or without linings. The wool jackets are being stocked in burgundy and navy.

Boys' bench warmer jackets will also be featured in wool with and without linings in burgundy and navy. Sizes will run from 8 to 18.

Company bench warmers have popular campus styling. A zipper closing runs from the neck to the hem which stops at the knee. A bucket hood with drawstring adjustment and large flap-over patch pockets complete the stylized look.

Bowling Ball Is K mart's Own

Kresge-operated K mart sporting goods departments will introduce an exclusive K mart bowling ball this fall, reported Arthur E. McDonald, sporting goods buyer. The bowling ball will sell under the brand name "10-10-10."

The Kresge Company developed the name and packaging for the imported ball, said Mr. McDonald. He continued, "We anticipate this new ball will be the most important promotional item in our line of bowling equipment. It will be in the stores in August, in time for Kresges' preparations for the fall and winter bowling season."

The balls meet A.B.C. regulations and carry a lifetime guarantee reading in part: "The bowling ball identified below is guaranteed for the life of the original purchaser against any defects in materials or workmanship by the K mart Division of the S. S. Kresge Company."

The development of the bowling ball is another step by the Kresge Company to develop exclusive lines of quality merchandise.

Bench warmer jackets will be sold in 88 Kresge stores and all Kresge-operated K mart men's furnishings departments.

Kresge Kapers

Little Rock, Ark., Kresge 702—Idell Squires, toys, noticed a very small boy crying in the store and asked: "Sonny, are you lost?" A very tearful voice answered: "Yes, have you seen a brown dress that's not fat?"

Orlando, Fla., Kresge 740—It was another case of mistaken pronunciation. A customer who asked for "corrugated thread" caused Reporter Edith Furnish to double check names of new products in the notions department. Edith had never heard of "corrugated thread" and so decided what the customer really wanted was "variegated thread," a multi-color thread.

New London, Conn., Kresge 651—The Banana Pickin' Balloon Contest made a big impression on one of 651's customers. An eight-year-old boy wrote the following essay for his school newspaper: "On Saturday I went to Kresge's store in New London with my mother. I had a banana split that only cost me one cent. It all started when they had this balloon contest. They hung balloons on a string. I picked a yellow balloon. When the lady popped it, out came a piece of paper that said 'one cent' on it. That meant I only had to pay one penny for my sundae."

Milwaukee, Wis., Kresge 446—The store has received many requests for merchandise out of season so when Assistant Manager Kay W. Plamann was asked to produce an aluminum pine tree on a beautiful spring day he didn't bat an eyelash. The customer who made the request was moving to Africa and wanted to make sure her children's Christmas would be properly celebrated—complete with Christmas tree.

Oklahoma City, Okla., Kresge 744—When Bookkeeper Velma Hicks, grinning broadly, came on the floor to check a telephone inquiry, fellow staffers wanted to know what was so funny. She explained that the caller wanted to know if the store had any 77 knitting needles. When Velma asked "how long," the puzzled woman replied thoughtfully: "Well, let's see. She's making a coat, so they'll have to be longer than the short ones."

D. O. Keglers Hold Annual Banquet



BANQUET QUEEN ADRIENNE SUDOMIR (left) listens to Master of Ceremonies Bill O'Brien (left) introduce Banquet Jesters Earl Gray and Mildred Miller. The annual banquet was held in Detroit on May 28.



BANQUET KING CARL FONTANA (left) waits to be crowned by Barbara Mullins, outgoing president of D.O. Women's Bowling League.



TOP WOMEN'S TEAM displays trophies. Left to right are Judith Genette, Karen Kautz, Emily Kubiak. Dolores Morgan was not present.



TOP MEN'S TEAM is awarded the traveling Art Brown Trophy. Left to right are Bob Neilhoff, Peston Colthorp, Wes Brown and Ed Bayer.